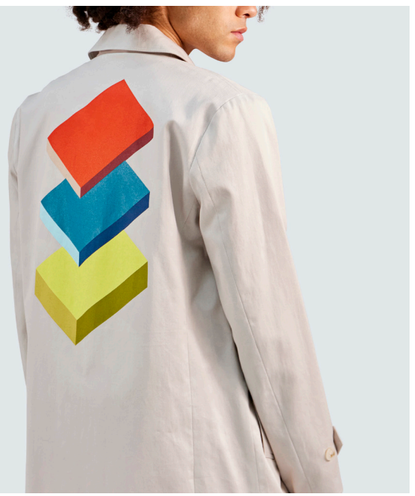
PINK BLOB AWARD

by Kartell







Sagmeister Clothing by Sagmeister Inc. • 2026 WINNER • Endorsement of the Body

If you observe any human development over the long term - say from a perspective of 200 years - things have gotten much, much better. The goal behind this clothing brand is that wearers might be reminded that the latest tweets are just tiny blips in an overall rather healthy environment.The graphic on the trench coat shows how the opinion that women should return to their traditional roles in society was shared by about half of the populace in the US in the nineties, and as since shrunk to a quarter.The Life shirt shows that we are now alive 2 1/2 times as long compared to 200 years ago.Most of us are rather alive than dead, - so this is progress.As we are only creating 7 different items for our clothing label, we might be the laziest fashion company anywhere.The Koala is our patron saint, as it's the laziest animal in the forest. We did not even design the logo ourselves but bought it for $ 200.00 from one of those logo websites.

